

# THIS WEEK IN "LITTERLAND"

[www.litterpreventionprogram.com](http://www.litterpreventionprogram.com)

March 31, 2013



## CONSTRUCTION SITE BLIGHT

*The first in a series on litter hot spots*

We frown on graffiti, but understand the sentiments behind the example, above. Near the top of the ladder of litter sources, construction sites need to be governed by standards that workers follow. Simple things, like having and using a garbage can on site, not flicking butts, daily cleanup of runaway packaging. Government and construction industry groups could easily work on this, a move we heartily encourage.

*This poem's on a litter awareness campaign poster beside a bin in Crewe, England:*

**"The babe in the buggy just threw it.  
She'd probably seen someone do it.  
Mum's interest was fleeting.  
She was too busy tweeting,  
Had a chance to educate, but blew it."**

## DID YOU KNOW?

Voting for the *Live Green Toronto Awards* closes April 19. View the 15 finalists' videos online and help choose a favourite among the champions.

<http://awards.livegreentoronto.ca/>

## Prince Township Hits Ontario Roadblock

Despite saying Ontario will not review its littering laws and policies, Canada's largest province may be dragged into the issue kicking and screaming.

The shrewd eyes of Laura McConnell, a special projects intern working for Prince Township, Sault Ste. Marie, caught a legal impediment to the town's new set fine maximum of \$3,000 for dumping. If an offence carries a fine of more than \$1,000 the matter must go to court, the Ministry of Attorney General has ruled.

To iron out this legal wrinkle Reeve Kenneth Lamming may write to the ministry "explaining why offences that degrade the environment are of special concern to the township and deserve stiff penalties," reports the Sault Star.

In late-January, the Ontario Ministry of the Environment rejected our application to have littering reviewed in Ontario for the first time since 1977.

## HEADLINE LITTER GRABBERS (MAR. 24-31)

Some of what made our News Reel this week  
[litterpreventionprogram.com/news-reel.html](http://litterpreventionprogram.com/news-reel.html)

### Coke cans top UK litter list [24/3]

In this year's UK litter audit, Coca-Cola registers #1 in a category that should cause executives at any of the top ten companies on the litter list to redden like a Coke logo.

### Zoo's litter redemption plan lauded [25/3]

Incentives work. So finds this Bangalore zoo, which claims itself now to be virtually trash-free.

### Canadian study from UBC: See green. Act green [27/3]

CBC reported this week on architects and University of British Columbia researchers proving that people recycle more when they're in a building that is green in design.

### 'Corrie' slammed over Becky's littering

Keep Britain Tidy formally complained to producers in 2009 that character Becky on *Coronation Street* littered a cigarette butt in an episode and faced no reprimand.

### Head and body cameras on 30-day trial [28/3]

In Walsall, UK, to help enforcement officials gather evidence against "litter louts", head and body cameras will be tried for 30 days in the month of June.

### 'Resident from hell' litters the yellow brick road [27/3]

*Oz the Great and Powerful* star James Franco has raised the ire of his LA neighbours for littering, noise and traffic at his home. This week they filed a formal complaint.